

What is claimed is:

1. A printed substrate having microscopic color density variation, said printed substrate comprising: a substrate having a first outer surface and a second outer surface opposed thereto, whereby at least one of said first or said second outer surface includes indicia, said indicia comprised of print elements and wherein said substrate includes a substrate color density, a background color density, and a print element color density wherein said background color density is greater than said substrate color density and less than said print element color density.
2. The printed substrate of Claim 1 wherein said substrate is an absorbent disposable paper product.
3. The printed substrate of Claim 1 further comprising a background ΔE of at least about 10.
4. The printed substrate of Claim 1 wherein said substrate is textured.
5. A printed disposable paper product, said printed disposable paper product comprising: a substrate having a first outer surface and a second outer surface opposed thereto, whereby at least one of said first or said second outer surface includes ink applied thereto, said ink comprised of at least two solid print regions and wherein the color density ratio between the at least two solid print regions is at least about 1.15.
6. The printed disposable paper product of Claim 5 wherein said two solid print regions have a dot area ratio of at least about 1.10
7. The printed disposable paper product of Claim 5 wherein said substrate is textured.
8. A printed disposable paper product, said printed disposable paper product comprising: a substrate having a first outer surface and a second outer surface opposed thereto, whereby at least one of said first or said second outer surface includes ink applied thereto, said ink comprised of at least two print regions said two print regions exhibiting the same color and the same color density and wherein the two print regions have a rub-off ratio greater than 1.1.
9. The printed disposable paper product of Claim 8 wherein said substrate is textured.
10. The printed substrate of Claim 1 wherein said substrate is cellulosic, noncellulosic, or a combination thereof.

11. The printed substrate of Claim 1 wherein said indicia comprises a pigment based ink.
12. The printed substrate of Claim 1 wherein said indicia comprises a process print.
13. The printed disposable paper product of Claim 8 wherein said ink comprises a pigment.
14. The printed disposable paper product of Claim 8 wherein said ink comprises a process print.
15. The printed disposable paper product of Claim 5 wherein said at least two solid regions comprise line printing.